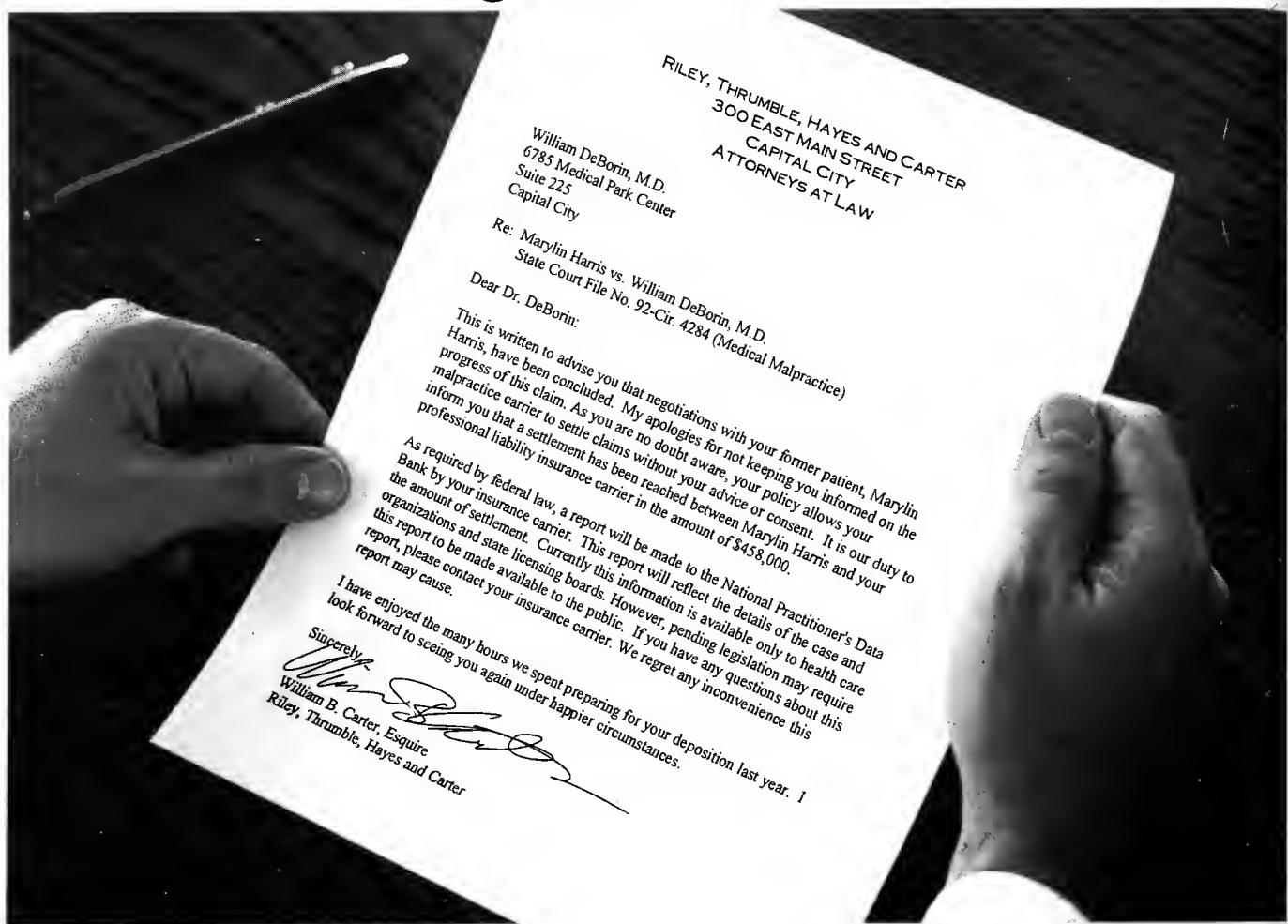


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One Small Step

ALTHOUGH THERE HAS BEEN LITTLE COVERAGE IN THE PRESS, THE OSMA HAS BEEN INSTRUMENTAL IN ENACTING A NEW law that changes some of the practices of Ohio Health Insuring Corporations (HICs, which includes HMOs) and creates new rights for physicians and patients. The Physician Health Plan Partnership Act went into effect October 1, 1998.

Some of the major provisions affecting physicians eliminate gag clauses, prohibit provider termination from plans without an opportunity to come into compliance; and require plans to act on physician applications within 120 days. Participating physicians must be given complete information regarding requirements, regulations and reimbursement. There will no longer be retroactive denials for claims with prior authorization. Nonformulary drugs may in certain circumstances be obtained at formulary costs. Patients will be allowed to use the "prudent layperson" standard for emergencies.

Patients, too, benefit from this legislation. Chronically ill patients can receive a standing referral to a specialist in accordance with certain procedures. An independent review process to determine coverage of experimental treatments in patients with a terminal condition must be established. Utilization and review determinations must be made and patients notified within a specified time frame.

Unfortunately, this law covers only state-regulated health plans and not those of self-funded companies protected under ERISA laws.

This means that only one half of Ohio's insured population will benefit.

The OSMA is presently working to look for other remedies such as a Patient Bill of Rights that would cover employer-paid plans that are exempt from state law. Locally, Dr. Tom Detesco was involved in the OSMA committee on managed care that was instrumental in obtaining this legislation. I encourage other physicians to not just "sit back" and let others do the work. There is more work to be done on the legislative front. This is just one small step...

Denise Bobovnyik, MD



A handwritten signature in cursive ink, appearing to read "Denise Bobovnyik".

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What Happened to My Country?

WHILE GROWING UP ON THE WEST SIDE OF YOUNGSTOWN SOME 20 YEARS AGO, I LEARNED AT A VERY EARLY age that each individual is responsible for his or her own actions. If you were out of line, you paid the price. If your parents didn't catch you in the act, the neighbors or relatives did!

The penalty usually involved being grounded for a week or two or getting a few swats from your father's or mother's hand. (My parents didn't call in psychologists to rationalize my behavior.) Everyone around me grew up with this basic value system: keep your nose clean; work hard; set goals...and your opportunities will be limitless.

Well, I followed these Westside commandments for the next decade or so and when I finally pulled my head out of the quagmire that we call modern medicine, I realized that the game had changed. We now live in a society of opportunistic victims. Everyone is a victim of some sort, deserving of some type of compensation from society:

"I smoke and I got lung cancer...it's the tobacco company's fault."

"I just shot somebody, but it's the gun maker's fault so I'm suing."

"This airbag broke my thumb in my head-on collision, GM owes me."

"I'm an unwed teenage mom and somebody needs to support me."

What has happened to this great country of ours?!

Every decision has a consequence that is of our own making - I call it the 'algorithm of life.' Once you make that yes/no answer, you can't change the outcome. Self reliance and independent thinking used to be true American virtues. But now, it seems that nobody is willing to make a decision and take responsibility for it.

This inability to accept responsibility is evident even in the upper levels of our own government. Why just look at our President and the recent blunders he has made. His lack of responsibility and credibility borders on comedy. My favorite is "I have never ever had sex with that woman." If he had come clean, said that he made a mistake, and took full responsibility for his actions, do you think there would even be an impeachment inquiry?

Another one that I have to mention is "It depends what your definition of is is." I could just see my father asking me, "Is that your muddy footprint on the carpet?" and (being the clever liberal that I am) my questioning his definition of is...I would have been grounded for life without parole!

Even in our local government, nobody accepts responsibility for the dismal state that our economy is in, including the eyesore that once was Market Street. They just point fingers at each other and work on securing their next election. I am growing tired of this charade of American politics!

We all had heroes growing up. I was a history nut, so mine were (and are) people like Benjamin Franklin, Thomas Jefferson, and Alexander Hamilton. (Today's kids don't even know who these people were, which is another issue altogether!) These men gave every fiber of their being to build this country and make it a better place for us all. They didn't care about the latest poll numbers or what the spin doctors were saying. They acted with foresight and instinct to better the republic.

In the future, our country is going to have to make some tough decisions on issues such as

Ronald M. Yarab, Jr., MD



Ronald M. Yarab, Jr., MD.

continued on page 9

In Memoriam

SAMUEL D. GOLDBERG, MD

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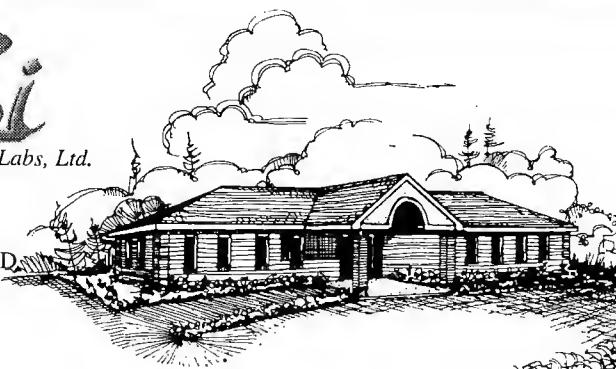
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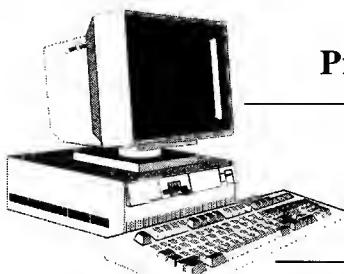
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NEOUCOM Research Featured In International Journal

RESEARCH THAT PAVES THE WAY FOR THE DEVELOPMENT OF A DESIGNER DRUG TO LOWER BLOOD CHOLESTEROL LEVELS

was featured on the cover of the November issue of the *International Journal of Lipid Research*. John Y.L. Chiang,

Ph.D., of Stow, professor of biochemistry and molecular pathology at the Northeastern Ohio Universities College of Medicine (NEOUCOM), is the principal investigator on the project.

Chiang and his co-investigators study the gene that promotes the breakdown of cholesterol into bile acids. "This research is focused on learning how the gene is regulated so that a drug can be designed to target it," Chiang stated, explaining that the scientists were studying the DNA sequence responsible for turning the gene on and off.

In October, Chiang spoke on the same topic at the Falk Symposium's International Bile Acid Meeting in Germany.

Chiang was responsible for cloning the gene that is the major factor in the body's ability to change cholesterol into bile acids. Through his research, it has been learned that the more this gene is expressed, or "turned on," the more cho-

lesterol is removed from the blood. Because excess cholesterol has been identified as a significant factor in the formation of the nation's number one killer - heart disease, as well as gallstones, the research has important potential clinical benefits.

Chiang's work has been funded for the last 15 years by two National Institutes of Health grants from the National Institute of General Medical Sciences and the National Institute of Diabetes and Digestive and Kidney Diseases. He has been awarded seven U.S. patents.

His co-investigators in the research are Maurizio Crestani, Ph.D., Azita Sadeghpour, Ph.D., and Diane Stroup, Ph.D., of NEOUCOM; and Professor Giovanni Galli of the Institute of Pharmacological Sciences, School of Pharmacy, University of Milan, Milan, Italy.

From the Desk of the Editor

continued from pg. 6

Medicare and Social Security, and we will need to have leaders in place who will make changes without looking back. Unfortunately, some of today's greatest minds will not be involved in this political process. As a result of the intense media circus that surrounds politics, Colin Powell and Norman Schwartzkoff refuse to get involved.

Our country needs new statesmen/women to pull us out of this "Entertainment Tonight" tizzy in which we live. We, as a country, need strong, honest leaders who have the best inter-

ests of the country in mind, instead of self-serving interests. We need a new generation of American heroes!

As citizens, we need to rid this country of the negativity and cynicism that have swept over us during the last 10-15 years. To do this we need to get rid of these waffling idiots that we now call leaders and find confident new leaders who have foresight, strength, and a Westside mentality.

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MCMSA Schedules Fundraisers for 1999

THE MAHONING COUNTY MEDICAL SOCIETY ALLIANCE SENDS ITS BEST WISHES TO THE MEMBERS OF MCMS AND ASSURES THEM OF ITS continued support in promoting physicians and their families in our area.

Please help us help you by encouraging your spouses to become members and contribute in whatever way possible to our organization. With our outreach projects and fundraisers, we take the time that you may not have to help shed a positive light on our medical community.

On October 29, we began our year with a New Members' Luncheon/Fashion Show graciously hosted in the home of Dr. & Mrs. Ralph

Walton. Some of our upcoming events include a joint meeting with the Alliances of Trumbull and Columbiana counties in the form of a hair/fashion show on February 18, 1999. This event will help raise funds to finance some of our endeavors. In March we look forward to our annual International Dinner, and in April we will hold our main fundraiser, a "Riches to Rags" Garage Sale.

If you are new in town or have just joined the Society, please have your spouse contact us to become acquainted.



Pictured (left to right): Susan Yarab, vice president/treasurer; Donna Hayat; Annette El Hayek, president; Marcelle Svenson; Joyce Bernstine; Kathy Dwinells, president-elect; and Gloria Detesco, recording secretary. Seated (left to right): Dolly Handel, corresponding secretary; and Mary Walton.

Annette El Hayek is new Alliance president

The MCMSA welcomes new president Annette El Hayek. Mrs. El Hayek received her Master's degree in history from Youngstown State University. She is a past president of YSU's French Club.

Mrs. El Hayek has previously taught both French and German at YSU, and has served as coordinator of the university's English Language Institute. She has also served on the board of the YWCA.

She resides in Canfield with her husband Dr. Salim El Hayek. Dr. and Mrs. El Hayek have three children.

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Do Say It Correctly

MANY OF YOU ARE PROBABLY OLD ENOUGH TO RECALL WATCHING THE OLD CHILDREN'S TELEVISION SHOW, "Romper Room." Remember the "Do Bee/Don't Bee" segment where the "Do Bee" was, for example, kind to others while the "Don't Bee" wasn't? Running your practice is not kid stuff, but you can learn a thing or two from that show's concept specifically as it relates to telephone use.

Whoever handles your practice's phone has great control over how patients and other callers view your practice. The words they choose may convey either a favorable or a poor image of the physician, indeed of the entire office staff. So have your manager review with everyone who answers your phones – not just your primary phone people – this list of "Don't Say/Do Say" phrases:

DON'T SAY:	DO SAY:
When would you like to come in?	Do you prefer mornings or afternoons?
He's all booked up. He can't see you until ____?	Doctor (name) is scheduled at that time, but can see you at ____?
I'm sorry, I can't fit you in today.	It's a shame you were unable to call earlier, Dr. (name) can see you tomorrow.
Doctor is running late.	Dr. (name) has an interrupted schedule.
Remind.	Confirm. Verify.
Cancellation.	Change in schedule.
Recall.	Follow up visit or prevention program.
Check-up.	Examination.
Old Patient.	Former patient, continuing or established patient.
Convention.	Seminar. Conference.
You misunderstood.	There was a misunderstanding.
Are you a patient here?	When did we last see you?
Are you on Welfare (Medicaid)?	What type of health insurance coverage do you have?
What's your problem?	Can you tell me what the problem is so we can schedule you properly?
What do you want?	How may I help you?
All new patients pay cash.	We would appreciate your payment (or co-pay, etc.) at the time of your visit.
I know.	I understand.

*Editorial Note: We acknowledge the cooperation of Leif Beck, who has granted reprint rights for topics which have appeared in his regular monthly publication, *The Physician's Advisory*. His organization, The Health Care Group, with offices in Plymouth Meeting, PA, is a group of leading national consultants and attorneys specializing in medical practice organization and management.*

It Was Yesterday

IT'S AMAZING WHAT YOU CAN LEARN FROM READING THE BULLETIN OF THE MAHONING COUNTY MEDICAL SOCIETY. THIS PUBLICATION has not always existed in its present form, though. Initially, members received announcements by way of the penny post card!

In the early '20s Dr. John Paul Harvey began writing the Society news and events in a newsletter the size of a legal-size sheet of paper. (This idea was suggested by then president Dr. Arthur W. Thomas, grandfather of Dr. J.J. Anderson.) Newsworthy items included announcements of upcoming meetings and events, as well as the activities of individual doctors.

In a later brainstorm, Dr. Thomas called Dr. James L. Fisher saying, "Jimmy, the Society is going to have a Bulletin and you're going to run it!" Dr. Fisher folded a sheet of paper in half and wrote on the front "Bulletin of the Mahoning County Medical Society" - and thus the *Bulletin* was born. The size of the publication remained unchanged until 1990 when its dimensions were increased slightly to 10.5" x 7.5". In 1994 the size was increased once more to the current 8.25" x 11.25".

Dr. J.L. Fisher served as editor for two years, and as a regular contributor for approximately 45 years. His son Robert Fisher then took over, writing for approximately 20 years. Between

father and son, this family provided prolific contributions to the *Bulletin* for 2/3 of a century...an amazing accomplishment!

While the format and contents have varied over the years, the *Bulletin* contains the history of the MCMS, including the recording of officers and delegates to State and National meetings; committee chairmen; and reports from doctors who attend numerous medical meetings and seminars throughout the U.S. and around the world.

The *Bulletin* recorded many giants of medicine who appeared at the 6th District Councilor meetings, including timely subject matter and speeches to the Society. Numerous physicians have written for the *Bulletin* over the years, and their list of articles would easily fill a book.

Drs. Hugh Bennett and L. O. Gregg wrote well over 50 bibliographies in just a few years. Dr. J. L. Fisher probably wrote the most articles, including many written under pseudonyms. He frequently wrote several articles per *Bulletin*. In the '30s and '40s it was not uncommon for the president and editor to write 4- and 5-page articles in a single issue of the *Bulletin*.

I am attempting to compile a comprehensive book with pictures and bibliographies of as many doctors as possible since 1801. I have already assembled material on well over 150 doctors, and hope to have between 400 and 600 compiled soon.

Children, grandchildren, and great-grandchildren will be able to see and read about their ancestors. Patients will be able to "learn" about their doctors.

Dr. Robert Fisher has ridden into the sunset after 20 years of dedicated writing for the *Bulletin*. He wrote about many, many doctors and their activities and accomplishments. It took a lot of dedication to do so much so well for so long. Enjoy your richly-deserved retirement, my fellow colleague!

John C. Melnick, MD



John C. Melnick, M.D.

125 Years: Moments in Medicine

TWENTY-FIVE YEARS AGO WHEN I WAS EDITOR OF THE BULLETIN, I WROTE ABOUT "FIRSTS" BY DOCTORS, NURSES, and hospitals. A number of these "Firsts" were published in my book "A History of Medicine in Youngstown and Mahoning Valley, Ohio" in 1972.

As I received many favorable comments and contributions, I shall continue this "column". Your contributions are welcome:

- First dermatologist - Dr. Claude Norris (part Cherokee Indian)
- First takeover of school as an emergency hospital. - 1918 South High School (during a flu epidemic)
- First EENT specialist - Dr. Robert D. Gibson, who personally sharpened his knife before cataract surgery.

- First Post-graduate day - 1928
- First Specialist in Surgery - Dr. G.S. Peck
- First Siberian POW - Dr. Eugene E. Elder (served in Austro-Hungarian Army in WWI in 1914)
- First Machine Gun Inventor - Dr. Richard Gatling - 1872
- First Honorary Science Degree from NEOUCOM - Dr. Leonard P. Caccamo
- First abdomino-perineal rectal resection - Dr. Dean Nesbit, 1935
- First subcutaneous bilateral mastectomy with implants - Dr. George Dietz, 1965

John C. Melnick, MD

Hospital News

St. E's Receives Trauma Center Reverification

ST. ELIZABETH HEALTH CENTER RECENTLY RECEIVED REVERIFICATION AS A LEVEL I TRAUMA CENTER BY THE AMERICAN College of Surgeons. This reverification comes as the result of a recent site review which was conducted to verify

that facility's capabilities. The site review was coordinated by St. Elizabeth's trauma services department, under the leadership of Dr. Ted McAuley, director of trauma/critical care services.

A Level I Trauma Center is defined as a comprehensive regional resource that is a tertiary care facility central to the trauma system. It is capable of providing total care for every aspect of injury, from prevention through rehabilitation.

Key elements of a Level I Trauma Center include 24-hour in-house coverage by general surgeons, and prompt availability of care in specialties such as orthopedic surgery, neurosurgery, anesthesiology, emergency medicine, radiology, and critical care.

Fewer than three percent of hospitals nationwide provide this level of care for critically injured patients, and St. Elizabeth's is the only hospital between Cleveland and Pittsburgh with a Level I Trauma Center. St. Elizabeth's was first verified as a Level I Trauma Center in 1995, and this reverification is good for three years.

Kwannon Meditating on Human Life

Oil on canvas, 36" x 34" (91.44 x 86.36 cm.)

By John La Farge (1835-1910)

PERHAPS THE MOST VERSATILE AMERICAN ARTIST OF HIS TIME, JOHN LA FARGE PRODUCED INNOVATIVE FLOWER AND landscape paintings which anticipated the work of the French Impressionists, created the first major American mural programs, assembled stunning stained glass windows, and executed remarkable watercolors of Japan and the South Seas.

In the late 1850s and early 1860s La Farge became a pioneer in collecting Japanese art and incorporating Japanese effects into his work. He may have purchased his first Japanese prints in Paris in 1856, and this interest was probably encouraged by his marriage in 1860 to Margaret Perry, niece of the Commodore who had opened Japan to the West. By the early 1860s, La Farge was not only collecting Japanese prints, but was also making use of Japanese compositional ideas in his paintings to create effects which looked strange, empty, and unbalanced by Western standards. In 1869, La Farge published an essay on Japanese art, the first ever written by a Western artist, in which he particularly noted the asymmetrical compositions, high horizons, and clear, heightened color of Japanese prints.

The radical qualities of La Farge's art in the 1860s were tempered during the following decades. Beginning with Trinity Church in Boston, the first major decorative project in this country executed by a painter, he became increasingly involved in large-scale decorative and mural projects, both for churches and the residences of America's emerging class of millionaires. In the 1870s and early 1880s, he began to style his own work on that of the European old masters.

In 1886, La Farge embarked for Japan with his friend Henry Adams, whose wife had just committed suicide. Seeking escape in travel, he asked La Farge to join him. No doubt, partially due to his personal unhappiness, Adams was highly critical of what he saw in Japan. Nonetheless, he seems to have been deeply moved by the Japanese statues of Kwannon, the embodiment of the wisdom of compassion. After returning to the United States, Adams commissioned the sculptor Augustus Saint-Gaudens to create a similar figure for his wife's grave in

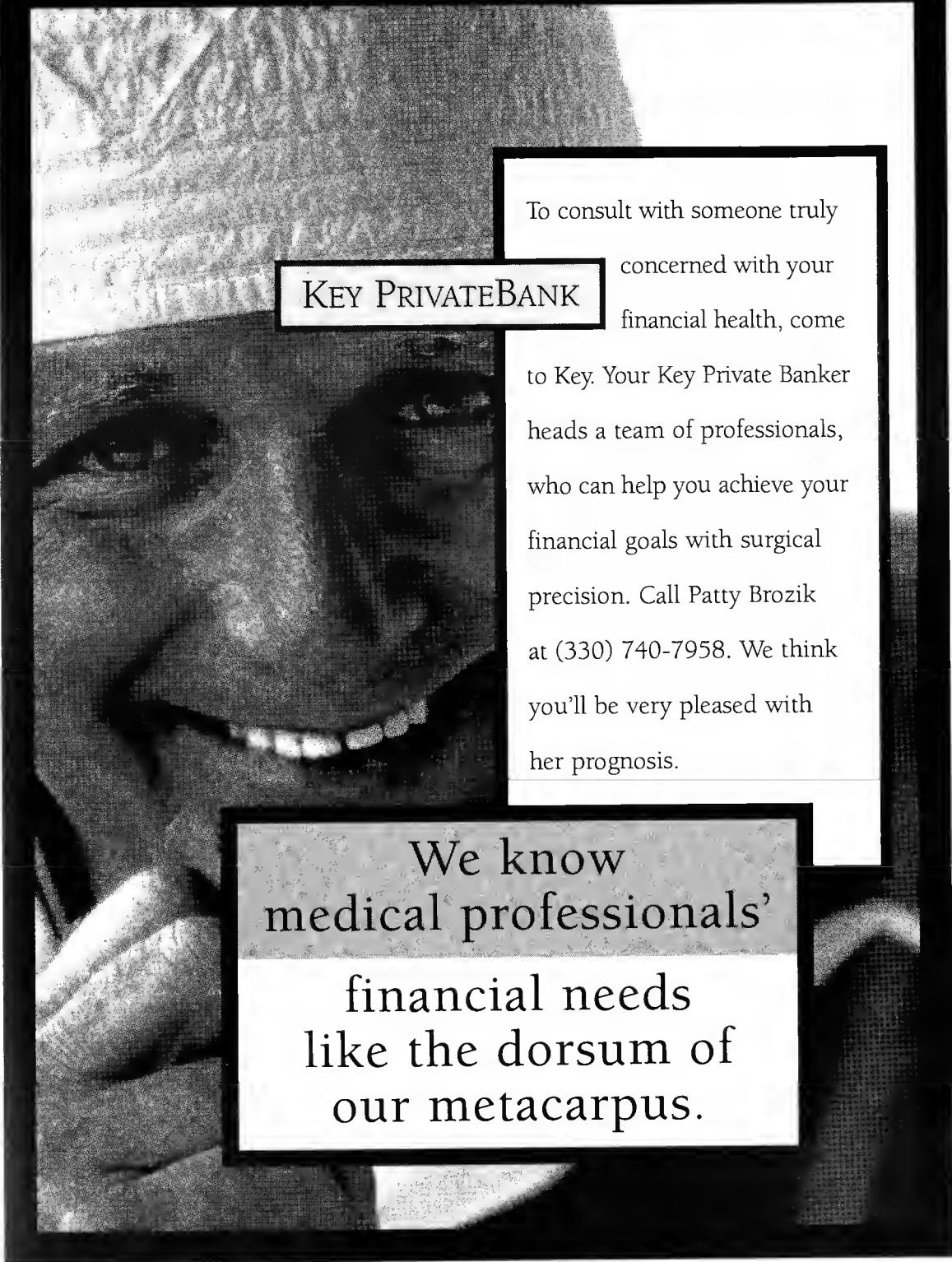
Rock Creek Cemetery, Washington, D.C., delegating to La Farge the task of supervising the sculptor, and of explaining to him the Japanese concept of Kwannon. LaFarge's painting of Kwannon can be seen as an offshoot of this statue, now often titled "the Adams Memorial," as well as a reaction to the paintings of Kwannon that he viewed when he was in Japan.

His attitude towards Japanese art at this late stage of his career, however, had changed greatly since the 1860s. In the 1860s he was looking for new approaches and new viewpoints; in his later life he was interested in reaffirming the lessons of the European old masters. Ernest Fenollosa later described taking La Farge to the Daitokuji Temple in Kyoto to see the famous painting by Mokkei, which showed Kwannon seated in a rocky cave, with water washing at her feet. "The old priest was delighted to have it specially brought out for such a sage," Fenollosa recalled. "Mr. La Farge, devout Catholic as he is, could hardly restrain a bending of his head as he muttered, 'Raphael'." Given this bias towards a synthesis of Oriental and Western ideas, it is not surprising that La Farge's Kwannon has a rather Western appearance, merging the Japanese deity with the Madonna of Roman Catholicism.

According to La Farge's studio assistant, Ivan Olinsky, the painting was based on an earlier drawing. "One day," Olinsky recalled, "while rummaging amongst a lot of old truck I came upon a drawing which to my young mind seemed unusually beautiful. I called La Farge's attention to it and perhaps it was due to my youthful enthusiasm that the Butler Kwannon was painted." Work on the painting seems to have proceeded over a long period, starting sometime after La Farge's return from Japan. The French novelist, Paul Bourget, mentioned it in his book, *Outre Mer* (1895), in which he described visiting La Farge's studio. According to an old inscription on the painting, now largely obliterated, but visible in an old photograph, it was completed in 1908, two years before the artist's death.

Henry Adams

Excerpted from "Master Paintings from The Butler Institute of American Art," published by Larry N. Abrams, 1994



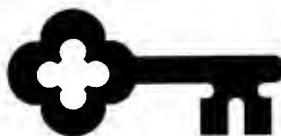
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Diabetes HELP Earns ADA Recognition

THE PRESTIGIOUS AMERICAN DIABETES ASSOCIATION AWARD OF EDUCATION RECOGNITION FOR A QUALITY DIABETES patient education program was recently awarded to Forum Health, Northside Medical Center's Diabetes HELP adult outpatient program.

The ADA Education Recognition effort is a voluntary process which assures that approved education programs have met the National Standards for Diabetes Self-Management Education Programs. The Diabetes HELP (Health Education and Lifestyle Program) is one of only 18 such programs in the state and the only one within the tri-county area to have earned this recognition.

Established in 1988, Diabetes HELP is a four-part education series for adult patients with diabetes and their families. The program requires

a physician referral and provides patients information on key components necessary to effective disease management. Patients and their families learn about diabetes, the nature of the disease and associated complications; the types of medications used for control and the various methods used for administering medications; how to test and monitor their blood glucose levels; and the importance of diet and exercise. In addition to the series, the staff also offers one-to-one sessions.

The Diabetes HELP program instructors are all certified diabetic educators. The medical advisor for the program is endocrinologist Paul D. Bunn, MD, chairman of the Department of Internal Medicine.

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